KSHB-TV

ORDER

Flight Dates **10/30/12-11/06/12**

Order Sep 00:30:00

Product

Estimate # **2559-Zweifel 10.30-11.6 ADD**

Contract / Revision **316194** /

Clint Zweifel for Missouri

Alt Order #

Original Date / Revision

Agency Com 15%

Billing Type Cash

10/29/12 10/29/12

Billing Contact

Order Type GENERAL

Billing Cycle EOM/EOC

Advertiser **Zweifel / Democrat / State Tr**

650 Massachusetts Avenue NW - S
Washington, DC 20001

Billing Calendar BROADCAST

Demographic A35+

Agency **Buying Time LLC**

Rev Codes POL POL CAND

Buying Contact

Sales Office EWSDC

Product Codes PL

650 Massachusetts Avenue NW - S
Washington, DC 20001

Sales Region NAT

Priority P-1

Agency Ref 2

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	15	$10,795.00	$12,700.00	0.00
Totals	15	$10,795.00	$12,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	15	$10,795.00	$12,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
N 1	KSHB	10/30/12	11/06/12	Today Show Today Show	CM	7-9a	11-1---	:30	3	$750.00	FX	0.00 NM	4	$3,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/30/12	11/05/12	11-1---	3	$750.00	0.00								
	Week: 11/06/12	11/12/12	-1-----	1	$750.00	0.00								
N 2	KSHB	11/06/12	11/06/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	-T-----	:30	1	$150.00	P-2	0.00 NM	1	$150.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 11/06/12	11/12/12	-T-----	1	$150.00	0.00								
N 3	KSHB	10/30/12	10/31/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-11----	:30	2	$225.00	P-1	0.00 NM	2	$450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/30/12	11/05/12	-11----	2	$225.00	0.00								

KSHB-TV

Contract / Revision **316194** Flight Dates **10/30/12-11/06/12** Hiatus Dates

Original Date / Revision 10/29/12 / 10/29/12 Order Sep 00:30:00

Advertiser **Zweifel / Democrat / State** Product **Clint Zweifel for Missouri** Estimate # **2559-Zweifel 10.30-11.6 ADD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 3	KSHB	10/30/12	10/31/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-11----	:30	2	$225.00	P-1	0.00	NM	2	$450.00
N 4	KSHB	11/05/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	M------	:30	1	$500.00	P-1	0.00	NM	1	$500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/30/12	11/05/12	M------	1	$500.00	0.00									
N 5	KSHB	10/30/12	11/04/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	--1-1--	:30	2	$600.00	P-1	0.00	NM	2	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/30/12	11/05/12	--1-1--	2	$600.00	0.00									
N 6	KSHB	11/02/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	----F--	:30	1	$800.00	P-1	0.00	NM	1	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/30/12	11/05/12	----F--	1	$800.00	0.00									
N 7	KSHB	11/02/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M------	:30	1	$1,200.00	FX	0.00	NM	1	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/30/12	11/05/12	M------	1	$1,200.00	0.00									
N 8	KSHB	10/30/12	11/05/12	Nightly News Nightly News	CM	530-6p	11-1---	:30	3	$1,800.00	P-1	0.00	NM	3	$5,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/30/12	11/05/12	11-1---	3	$1,800.00	0.00									
													Totals	15	$12,700.00